

IN THE CLAIMS

1. (currently amended) An information service method, comprising ~~the steps of:~~

~~receiving broadcast synchronously transmitting~~ program data and information associated with ~~at least one of a plurality of consumer commodities that appears in a broadcast program formed of the broadcast program data,~~ receiving the program data and the information associated with the plurality of consumer commodities being synchronously transmitted with the broadcast program data information;

reproducing the broadcast program from the received ~~ing~~ broadcast program data; ~~and~~

displaying the reproduced broadcast program data ~~on a displaying portion;~~

selecting one of the plurality of consumer commodities while that commodity appears in the displayed broadcast program;

extracting the information associated with a ~~the~~ selected one of the plurality of consumer commodities from the information associated with the plurality of consumer commodities; ~~displayed on the displaying portion and~~

displaying at least a portion of the information associated with the selected one of the plurality of consumer commodities ~~simultaneously~~ on a child screen superimposed on the reproduced broadcast program data ~~displayed on the displaying portion; and~~

storing information about the selected one of the plurality of consumer commodities ~~displayed on the displaying portion while the reproduced broadcast program data is being displayed~~ so that the stored information about the selected one of the plurality of consumer

commodities is accessible after the reproduced broadcast program is displayed on the displaying portion.

2. (currently amended) The information service method as set forth in claim 1, wherein ~~the~~ said method is a method for buying the selected one of the plurality of consumer commodities.

3. (currently amended) The information service method as set forth in claim 21, wherein an image representing the selected one of the plurality of consumer commodities is displayed on the child screen of the displaying portion.

4. (currently amended) The information service method as set forth in claim 3, wherein the display of the image representing the selected one of the plurality of consumer commodities ~~and may be switched with a display of the information associated with the selected one of the plurality of consumer commodities~~ are switchably displayed on the child screen.

5. (currently amended) The information service method as set forth in claim 41, wherein the information associated with the selected one of the plurality of consumer commodities ~~contains at least~~ includes information selected from the group consisting of information about a price of the selected one of the plurality of consumer commodities, and information about a name that distinguishes the selected one of the plurality of consumer commodities.

6. (currently amended) The information service method as set forth in claim 51, wherein the information associated with the selected one of the plurality of consumer commodities ~~further contains~~ includes information about a store from which the selected one of the plurality of consumer commodities can be bought.

7. (currently amended) The information service method as set forth in claim 51, wherein the information associated with

the selected one of the plurality of consumer commodities~~y~~
~~further contains includes~~ information ~~representing regarding~~ how
the selected one of the plurality of consumer commodities~~y~~ is
purchased ~~bought~~ through a network.

8.-14. (cancelled)

15. (currently amended) The information service method as
set forth in claim 1, wherein the broadcast program data and the
information associated with the ~~selected plurality of consumer~~
commodities~~y~~ are ~~transmitted received~~ through a bi-directional
communication network.

16. (currently amended) The information service method as
set forth in claim 1, wherein the information associated with
the selected one of the plurality of consumer commodities~~y~~ is
~~data~~ paired with bit map addresses of a displayed screen ~~for of~~
the broadcast program data.

17. (currently amended) The information service method as
set forth in claim 1, wherein the transmission of the
information associated with the selected one of the plurality of
consumer commodities~~y~~ is ~~transmitted so that the information is~~
synchronized with an picture of image from the broadcast program
data.

18.-47. (cancelled)

48. (currently amended) The information service method as
set forth in claim 1, ~~wherein the information associated with~~
~~the stored information is provided from an external apparatus~~
~~when further comprising: transmitting the stored information~~
about the selected one of the plurality of consumer commodities
~~is transmitted to the an external apparatus, and receiving~~
further information associated with the stored information about
the selected one of the plurality of consumer commodities from
the external apparatus.

49. (currently amended) The information service method as
set forth in claim 1, ~~wherein the~~ further comprising: referring

to the stored information about the selected one of the plurality of consumer commodities to access further information associated with the stored information about the selected one of the plurality of consumer commodities~~is provided independently with the program data by referring to the stored information.~~

50. (new) The information service method as set forth in claim 1, wherein the broadcast program is selected from the group consisting of a broadcast dramatic program and a broadcast movie.

51. (new) The information service method as set forth in claim 1, wherein a given portion of the information associated with at least one of the plurality of consumer commodities is further associated with a particular scene of the broadcast program.